

# Style guide

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## How to use our name

We inspire, lead and resource the UK's heritage to create positive and lasting change for people and communities, now and in the future.

## How to refer to The National Lottery Heritage Fund

We are **The National Lottery Heritage Fund** whenever we talk or write about ourselves. The "T" in "The" must always be capitalised.

We do not use abbreviations including "NLHF" internally or externally. At times it may become easier to refer to "The Fund" conversationally.

The National Lottery Heritage Fund is a singular noun.

Example: The National Lottery Heritage Fund has decided...

We do not say "The National Lottery Heritage Funded". Instead use words like "supported".

Example: "The National Lottery Heritage Fund-supported project..."

## How to refer to The National Lottery

The "T" in "The" must always be capitalised.

The National Lottery is a singular noun.

Example: The National Lottery is...

## How to refer to the National Heritage Memorial Fund

In text, write out the full name followed by (NHMF) in brackets. Afterwards, you can use NHMF.

You do not have to capitalise the "t" in "the National Heritage Memorial Fund".

The National Heritage Memorial Fund is a singular noun.

Example: The National Heritage Memorial Fund is...

# **Tone of voice**

## **Enthusiastic**

We are joyful and celebratory. We celebrate the joy of winning and the thrill of getting funding.

## **Conversational**

We refer to ourselves using the first person: “we”, “our”, “us”. We use “you” to address users.

We use short sentences – 20-25 words. We use short paragraphs – 1-3 sentences. This helps with readability on screen.

We use short titles. We use subheadings, bulleted lists and pullquotes to break up text and help readers find what they need.

## **Inclusive**

The National Lottery Heritage Fund aims to be a welcoming, inclusive organisation. We want to encourage as many people as possible to experience and enjoy our diverse heritage,

All our communication must be accessible, inclusive and understandable.

We use language that our users understand. We use plain English.

We avoid jargon and technical terms. We occasionally use academic or sector-specific terms, but explain them when they're not commonly known.

## **Style**

### **25th Birthday**

Of The National Lottery.

### **Abbreviations and acronyms**

We explain an abbreviation or acronym in full on its first use, followed by the abbreviation in brackets. Unless the abbreviation is well known such as UK, BBC.

You do not need to include the abbreviation if the term is used only once.

We do not use full stops in abbreviations.

In longer documents or reports – particularly where readers are likely to read a single chapter – consider including the full name, with the acronym in brackets, at the first mention within each chapter in a document.

### **Active or passive voice**

Wherever possible, use the active voice (putting the subject at the beginning of the sentence) rather than the passive (where the object often comes first).

This is because it makes our writing more personal and makes the information clear and understandable.

We say: “We awarded the grant to....”

We do not say: “The grant was awarded to...”

### **Among**

Among not amongst.

### **Climate and ecological emergencies**

### **Crediting an image**

When crediting an image online, write "Credit:" followed by the name. No full stop.

### **Emphasis**

We do not use capital letters to emphasise text. On occasion, we use bold.

### **For example**

Where possible, use “for example:” instead of eg.

## Heritage Horizon Awards

### -ice/-ise

We use “-ise” and “-isation”. We do not use the American style of “-ize” and “-ization”.

### Jargon

We avoid jargon because we want to write as clearly as possible. Find a guide to avoiding jargon on the [plain English website](#)

Some common words to avoid:

- deliver (as in, "deliver improvements...")
- dialogue (we speak to people)
- facilitate (be more specific)
- collaborate (use “working with”)
- disseminate (use “distribute” or “circulate”)

### LGBT+

LGBT+ is an acronym for "lesbian, gay, bisexual, trans and others". The ‘+’ represents people who identify as non-binary, questioning, queer, intersex, asexual and other identities.

### Listed buildings

- Grade I
- Grade II\*
- Grade II

Example: Grade II listed building

In Scotland we say category A not Category A.

### Nations and areas

We use the United Kingdom, or UK, as this includes Northern Ireland.

Similarly, there are four nations in the UK, so we are a UK-wide organisation. We are not a "nationwide" organisation.

We say:

- English

- Scottish
- Welsh
- Northern Ireland (for example: "Northern Ireland's museum sector")

Counties in Northern Ireland and the Republic of Ireland should be abbreviated to "Co.".

Example: Co. Fermanagh

## **The National Lottery Heritage Fund nations and areas**

- London & South
- Midlands & East
- North
- Northern Ireland
- Scotland
- Wales

## **Dates and times, money, numbers, weights and measures**

### **Dates and times**

We use this format:

- 6 June 2017

We do not abbreviate days and months.

### **Years**

We use the following formats:

- 2017
- 2007–08
- 3 December – 10 January
- We do not shorten years, for example: '11

### **Decades**

We use this format:

- 1980s, 1950s

When beginning a sentence, we use this format:

- Eighties, Fifties

When talking about someone's age, we use this format:

- eighties, fifties

## **Centuries**

We use this format:

- 20th century, 13th-century church

When beginning a sentence, we use this format:

- Twentieth century

## **Circa**

We use "c." for "circa" before a date.

Example: c.1700

We only use c. in brackets with dates for specific objects.

Example: his portrait of Napoleon (c.1800)

## **AD/BC**

AD and BC are placed immediately after the date, without a space.

Example: 1066AD

## **Times**

We use:

- 4pm, 5am
- 6.45am–7.30pm
- 12 noon
- 12 midnight
- 4pm 1 December 2015

## **Millions**

We spell out "million" on its first use. Then we refer to it as "m". We do not use a space.

Examples:



- The project cost £5million. The second project cost £2m.
- 2.4million children then 2.4m children
- Two million children then 2m children

## **Money**

We use commas when writing numbers in full. We do not use “k” as in “£2k”.

Examples: £1,000, £10,000, £100,000

## **Numbers**

One to nine, then 10 onwards.

1,000, 10,000, 100,000

If a sentence begins with a number, spell it out.

We use:

- first
- second
- after ninth we use 10th, 11th etc

## **Per cent**

Two words, spelt out in full where practical.

The symbol % is acceptable:

- in a table
- if the term is used often in one paragraph
- in website copy

## **Phone numbers**

Always include the code.

Landline numbers and mobile numbers should be written in a 5-6 format. London numbers and other numbers with a three-digit code should be in a 3-4-4 format.

## **Weights and measures**

We use abbreviations.

Examples: 1kg (not 1 kilogram), 100km (not 100 kilometres)

Except when we are using feet.

Example: five-foot gap

## **Publication and report titles**

Keep document titles short and to the point.

Use an initial capital letter for the first word and then use lower-case letters.

Use a colon (:) to introduce the second part of the heading (subtitle).

## **Quotations**

### **Double quotation marks**

We use double quotation marks for direct quotations.

Punctuation sits inside the quotation marks if it is part of the quotation itself.

Example: "I enjoy visiting stately homes."

We use past tense for quotations.

Example: Chris Packham said: "Birds are important."

In long passages of speech, open quotes for every new paragraph, but close quotes only at the end of the final paragraph.

### **Single quotation marks**

We use single quotation marks for a quote within a quote.

Example: "When I say 'The Lottery', I'm referring to The National Lottery."

We use single quotation marks in headlines.

Example: 'Great news' about £5million grant.

## **References**

We use the following layout for references in documents:

British Waterways, Annual Report and Accounts 2008–09 (2009).

T. Travers, Museums and Galleries in Britain: Economic, Social and Creative Impacts (London: National Museum Directors' Conference and Museums, Libraries and Archives Council, 2006).

D. Blackman, 'Museums top councillors' hit list' (24 September 2009). Accessed on the Local Government Chronicle website, 25 September 2009. [www.lgcplus.com/5006526.article](http://www.lgcplus.com/5006526.article)

Oxford Economics for The National Lottery Heritage Fund, Economic Impact of the UK Heritage Tourism Economy (2009).

Repeated source: Oxford Economics for HLF (2009).

## **Spelling**

The Oxford English Dictionary is our preferred reference dictionary.

Preferred spellings:

- acknowledgement (not acknowledgment)
- judgement (not judgment)
- focused (not focussed)
- learned (not learnt)
- spelt (not spelled)

## **Thanks To You**

Refer to this campaign as Thanks To You. Only use #ThanksToYou (hashtag, all one word) on social media.

## **Website addresses**

We do not include http://.

On printed materials, we remove automatic hyperlinks (right-click over the hyperlink and select Remove hyperlink).

## **Wars**

We use:

- First World War
- Second World War

We do not use:

- World War One/Two
- World War I/II
- WW1/WWII
- FWW

# **Formatting and punctuation**

## **Addresses**

Always write addresses as follows:

The National Lottery Heritage Fund

International House

1 St Katharine's Way

London

E1W 1UN

## **Alignment**

Text should not be justified. All text should be left aligned. This makes it easier to read.

## **Bold**

Use heavy (bold) styling sparingly to emphasise text.

## **Brackets (parentheses)**

If you write a whole sentence that is in parentheses, include the full stop before the end of close bracket.

Example: (This rule would refer to a sentence like this one.)

If putting parentheses within parentheses, use the square version.

Example: (These [the square brackets] look like this.)

## **Bullet points**

Lead into a bulleted list with a colon.

Each bulleted point starts lowercase.

There is no full stop at the end of any of the points, unless your list comprises full sentences. In which case, start each point with a capital letter and end with a full stop.

## **Capital letters**

We do not use block capitals as they are difficult for people to read.

## **Job titles**

Capitalise job titles when a title and a name occur together, but otherwise use lower case.

Examples:

- Investment Manager Ann Other met with the grantee.
- On Thursday, trustees will meet with grantees at the stakeholder event.
- Robert Smith, the Director of Brunswick Town Museum, said: "..."
- The Director of Brunswick Town Museum, Robert Smith, said: "..."

### The National Lottery Heritage Fund job titles

Where necessary we use the ampersand.

- Executive Director, Business Services
- Director of England, London & South
- Head of Engagement, England, North
- communications team

### **Organisations**

Names of organisations should always have an initial capital letter for each word.

### **Use of capital letters**

#### **Acts of Parliament**

- Data Protection Act 1998
- Equality Act 2010

#### **Art**

- Art Deco
- Pre-Raphaelite
- Early English
- Post-Impressionist
- High Renaissance
- late Victorian
- early medieval

- post-Renaissance
- Neoclassical
- the Arts and Crafts movement

### **Churches, cathedrals, castles and other named buildings**

- Upper case if part of the name: St Michael's Church, Winchester Cathedral
- Use lower case for references that are not part of the name: the church of St Michael, the cathedral precincts at York.

### **Ethnic origins**

- black
- white
- unless it relates to a region or country, such as Asian, Irish

### **Expression of Interest**

#### **Generic locations**

- north
- south
- east
- west
- south-east London
- the north
- the north east

#### **Geographical features**

- River Thames, Cambrian Mountains

#### **Government departments**

- Department for Digital, Culture, Media & Sport

#### **Government reports**

- the House of Commons Select Committee Report

but: the report of the House of Common Select Committee

**Groups of people**

- applicants
- teachers
- managers

**Historical periods**

- Early English
- Middle Ages
- prehistoric
- medieval

**Institutions**

- British Museum, Tate Modern

**Seasons**

- spring, summer, autumn, winter

**Species**

- brown hare, golden eagle

In print, Latin names are italicised.

**Statutory designations**

- Area of Outstanding Natural Beauty
- Scheduled Ancient Monument
- Site of Special Scientific Interest

**The National Lottery Heritage Fund departments**

- Business, Innovation & Insight (BII)
- Business Services (BS)
- Business Delivery (BD)

**The National Lottery Heritage Fund nations and areas**

- London & South
- Midlands & East

- North
- Northern Ireland
- Scotland
- Wales

## Dashes

Use an en dash (–) to separate sections within a sentence, with a single space each side.

To insert an en dash press Ctrl-minus on your keyboard.

## Ellipsis

An ellipsis is three full stops together. It is usually used to show where a section of a quoted passage has been removed.

We use a single space after ellipses.

Example: “Volunteering was so much fun... I’m sure I’ll do it again.”

## Exclamation marks

We do not use these in formal documents or letters.

## Font

Our default font is Arial 11.

## Forward slashes

We only use forward slashes when space is very tight, such as in the titles of columns in a table.

When using a slash, do not place a space either side of it.

## Full stops

We use one space after each full stop. We do not use double spaces.

## Hyphens

We use hyphens for compound adjectives.

- first-round application, 13th-century church

We do use a hyphen for “mid”

- by the mid-20th century, two mid-14th-century statues



We do not use hyphens for “early” or late”

- a late 13th-century church, an early Victorian water-mill

## **Italics**

We use italics for:

- publications (for example: *The Times*)
- paintings
- ships

## **Page numbers**

Page numbers should be included at the right-hand end of the footer.

## **Pullquotes**

When using pullquotes online, follow the pullquote with a space, then person's name in italics.

Use the html code <cite> </cite>.

Pullquotes should always precede the original text on the page.

## Inclusive language

The National Lottery Heritage Fund is for everyone. All our communication must be accessible, inclusive and understandable.

See the [Government's guide to inclusive language](#).

## Disabilities and conditions

We use positive, accurate language and don't use labels.

Where possible we try to find out what the people or group concerned prefer.

We do say things like:

- disabled person or people with a disability
- blind or partially sighted person
- people with epilepsy, cerebral palsy, learning difficulties
- people with vision impairments
- a person who has/a person with
- deaf without speech
- wheelchair user
- accessible toilet/lift
- non-disabled person

We do not say:

- the disabled
- the handicapped
- the visually impaired
- an epileptic
- deaf and dumb
- invalid
- suffering from
- afflicted by
- victim of

- confined to a wheelchair/wheelchair bound
- disabled toilet/lift
- able-bodied person

## **Mental health**

We do say:

- mental health condition
- mental health problems

We do not say:

- mentally ill

## **Gender and sexuality**

Unless you need to write about one gender in particular, try to use gender-inclusive neutral words. To avoid “he” or “she” we use “they”, or people’s professions or titles.

Where appropriate, we replace “man” and “mankind” with “humanity”, “human beings”, “people”, “we”.

We do not label people with their gender identity or sexuality. We say:

- transwoman or transman
- trans and non-binary people
- lesbian woman
- gay man

We use the acronym LGBT+.

## **Race, ethnicity, religion and nationality**

It is important to be specific, clear and inoffensive.

We use the term BAME (Black, Asian and Minority Ethnic).

Be specific about the group/community involved where you can and check how they would like to be described.

For example:

- Pakistani
- Chinese

- Asian/Asian British
- black British
- black African
- black Caribbean
- black person/black culture

Always check the spelling of names or words.

## **Age**

We do not say:

- old age pensioner
- pensioner
- OAP
- adolescent/pubescent

We do say:

- teenager/young person
- older person
- elderly person

# Accessibility and plain English

It is a public sector requirement that all of our content must be accessible.

There is a good explanation of accessibility requirements on the [gov.uk website](#).

As well as writing content that is accessible, we make sure that the language we use is inclusive and that we write at a level most users can understand – read our guidance on plain English below.

## Accessibility

Our full advice on designing accessible documents is available on the [intranet](#) or as a PDF from BII.

### Accessibility online:

We do:

- structure articles logically
- use cascading headings (h1, h2, h3 etc)
- use bulleted lists
- use alt text for images, video and audio clips
- use hyperlinks in context (not "click here")
- use short sentences and paragraphs
- use concise headings
- use plain English
- paste text into Notepad to remove any existing formatting

We don't:

- use blocks of underlined, italicised or capitalised text
- use double spaces between sentences
- use justified text

## Infographics

Please talk to us before commissioning infographics to ensure they are accessible.

## Plain English

Plain English is:

- well organised
- clear in meaning

- logical
- uses fewer words
- well laid out
- easy to understand by a wide range of people

The Plain English Campaign publishes a [useful A-Z of alternative words](#).

## **Tables**

We do not use tables for general page layout. They should only be used for setting out tabular data.

This is because tables make content less accessible. [Read this blog](#) for more information.

## **Useful tools**

### **Microsoft Word proofing tools**

Flesch Reading Ease: this shows the reading ease of your document on a scale of 0-100 (100 being best practice). Aim for between 50-75.

Flesch-Kincaid Grade Level – this shows the school reading age of your document based on American grading. Add 5.5 to the number to see what age of student your writing would be easily understandable by. Aim for grade eight or nine.

[Hemingway App](#)